



CASE REPORT

1. Complaint reference number	147/00
2. Advertiser	Hog's Breath Cafe Aust Pty Ltd
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement intersperses shots of young waitresses working in the dining area of a restaurant, and a young man seated in the restaurant describing the fare. Some of his descriptions are followed by shots of a corresponding part of the waitresses' anatomy. 'Oh, lean and juicy', he says, to a shot of a derriere, 'now that's tender and tasty.' 'That's the way some folks around here like 'em. Pure, prime rib, cooked to perfection', he says, to a shot of a torso. Following a shot in close-up of a mini-skirt, the young man says, 'Yes, sir, there's only one thing better than that. No complaints.' He removes a 'Complains' sign hanging above him. 'Hog's Breath Prime Rib. Satisfaction guaranteed.'

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

' it left me feeling that the male on the commercial saw women as nothing more than a sexual slab of meat.'

'We find the ad offensive, and rather degrading to women.'

'In my opinion this ad leaves the impression that it is acceptable for advertisers to treat the female body like a sex object in order to sell their product.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the advertisement did not contravene community standards in its portrayal of sex/sexuality/nudity; neither did the material within it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.